

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:1763
ANSWERED ON:08.03.2001
PROMOTION OF LESSER KNOWN CRAFTS
SULTAN SALAHUDDIN OWAISI

Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government have initiated action in regard to problem faced by some lesser known crafts in consultation with the Export Promotion Council of Handicrafts;
- (b) if so, the details of the measures taken in this regard;
- (c) the target fixed and achieved during the last three years, so far in regard to export of small crafts, year-wise; and
- (d) the further steps being taken by the Government to promote export of lesser known crafts?

Answer

MINISTER OF STATE FOR TEXTILES (SHRI V. DHANANJAYA KUMAR)

(a) & (b): Yes, Sir. The Government in consultation with the Export Promotion Council for Handicrafts has initiated action in respect of certain lesser known crafts e.g. chickenkari, cane & bamboo; shawls as artwares and zari. The measures include: export awareness programme at craft pockets; organisation of fashion shows; publication of catalogues; sponsoring of sales-cum-study tours abroad and launching of product specific website.

(c): The target fixed and achieved during the last three years in respect of export of handicrafts including small craft, year-wise, is as under:

(Rs. in crores)

Year	Target	Achievement
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1997-98	4300	4174.39
1998-99	5249	5058.40 (Prov)
1999-2000	6010	5923.60 (Prov)

(d): The steps taken/being taken by the Government to promote exports of lesser known crafts include: conducting of survey studies; design development; setting up of Crafts Development centres and revival of languishing craft etc.